



MEANING MATRIX

All Wealth begins in the mind!

CREATING RICH AND WEALTHY MEANINGS

The Wealth Principle:

We have to know what it is to experience wealth fully in all of its dimensions/ We have to create a holistic and compelling definition of wealth before we can take the necessary and effective actions that make it real in our lives.

DO YOU KNOW WHAT WEALTH IS?



MEANING MATRIX

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CREATING RICH AND WEALTHY MEANINGS

To become " *WEALTHY*", I would have to...

I know I am " *WEALTHY*" when...

The Wealth that I want and will pursue is...



MEANING MATRIX

All Wealth begins in the mind!

CREATING RICH AND WEALTHY MEANINGS

Wealth for me means...



MEANING MATRIX

Psycho-Money > Psycho-Spending

What does money mean to you?

What do you believe about it?

What thoughts and feelings come to you about money, about saving, about spending, etc... ?

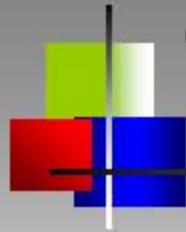


THE HEART OF WEALTH

What is WEALTH?

***Wealth* is what we value, we create wealth by valuing, creating ideas, experiences, and products of value.**

The *essence* of wealth is using our talents, passion, and circumstances to value, add value , and create things and experiences that people value.

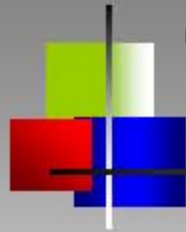


THE INTENTION MATRIX

Getting the Highest and Richest Intentions

The Intention Principle-

We build wealth through our ability to weigh alternatives and make an informed decision and stay with it. Wealth is built through vision, well-formed outcomes, empowering decisions, becoming decisive, and the ability to stay with our decisions.



THE INTENTION MATRIX

The Planning Principle

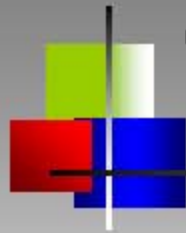
Wealth is built by developing a plan for how to manage finances, focus attention on skills, interests, passions, and talents in adding value.

Planning: Intending your intention

“Creating wealth is simple. Yet most people never build it because they have holes in their financial foundations.”

Tony Robbins

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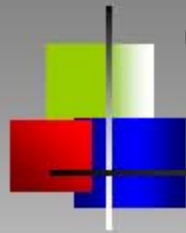


THE INTENTION MATRIX

The Wealth Business Plan

- 1. Do you have a plan?**
- 2. Do you know how to make a plan?**
- 3. Do you know how to stick to your plan?**
- 4. So you know how to keep refining your plan?**
- 5. Are you willing to make and follow a plan?**
- 6. Are you willing to do anything it takes and to do it well?**
- 7. Do you know how to inspire yourself so that you will follow your plan?**

Ken Bartlett



THE INTENTION MATRIX

MIND TO MUSCLE PLANNING

PRINCIPLE:

Wealth is created by developing and following a plan.

BELIEF:

If I fail to plan, I plan to fail!

DECISION:

I will begin to create my wealth building plan today!

STATES:

Focused, Centered, secure in your own values and vision.

ACTION:

I will begin writing down principles, rules for my plan.



THE POWER MATRIX

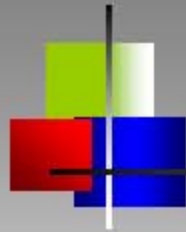
The Art of Empowering Wealth Creation

Valuing your talents and skills:

Choose the right occupation

The Resourcefulness principle:

**Inside out wealth begins from the
“Wealth” that we develop within our
mind-body-emotion system of our
power zone.**



THE POWER MATRIX

SWOT ANALYSIS

STRENGTHS:

What are your talents and natural dispositions?

WEAKNESSES:

What are your weaknesses?

OPPORTUNITIES:

What opportunities do you see before you?

THREATS:

What factors might impact negatively on you or your situation?



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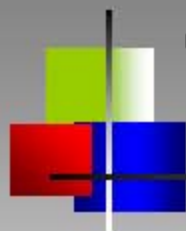
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THE INTENTION MATRIX

INTENTIONAL PATTERN

What do you want?

Describe your desire

What are you moving toward?

What do you want to become more motivated toward

What are you moving away from?

What do you want *NO MORE!*

Why is this important to you?

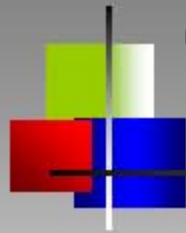
How will this enrich your life

How will that enrich your life?

How will it enrich personally, interpersonally, spiritually

How compelling do you feel this?

Is it stated positively?



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PRINCIPLES OF WEALTH CREATION

WEALTH BUILDING PRINCIPLES

Self-Discipline

We build wealth through hard work and self-discipline, through owning our powers and responses and developing them. It takes ownership, responsibility, and accountability to create wealth.



THE MEANING MATRIX

MIND TO MUSCLE PATTERN

IDENTIFY A PRINCIPLE:

What concept or principle to install

DESCRIBE A PRINCIPLE OR BELIEF:

Do you believe this? Would you like to believe this?

REFORMAT THE BELIEF AS A DECISION:

Are you doing to do it? Would you like to live by that belief?

REPHRASE THE BELIEF AND DECISION:

State the belief decision again noticing what you would feel.

TURN THE EMOTIONS INTO ACTIONS:

The one thing I will do today is...

STEP INTO THE ACTIONS:

Fully imagine carrying out that one thing you will do today!



THE STATE MATRIX

CREATING RICH MIND-BODY STATES

The State principle:

You have got to be in the right state! If you can't manage your mind, what makes you think you can manage your money?

To Succeed we have to access and operate out of the right states, What are the best states for you in creating wealth?



STATE ACCESSING

The Art of Accessing States

Identify the desires state and it's Mind-Body component

What state do you want? Describe it.

Evoke it fully

Think of a time when you fully experienced this state.

Anchor the state when it is fully amplified

Set a physical touch on arm or forearm.

Practice stepping in and out

Break state and re-access

Apply the resourceful state to a time or place

Where could you really use this state in your everyday life.



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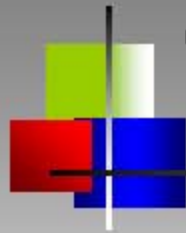


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SELF MATRIX

A Robust Self Matrix

The Vision

I want to succeed in this way.

The Intention

I will succeed and prosper.

The Self-Worth

I deserve to succeed.

The Propulsion State

I feel totally compelled to absolutely make it.

The Strategy & Skills

I know how to move step-by-step toward wealth

The Initiative : I take total responsibility to go for it

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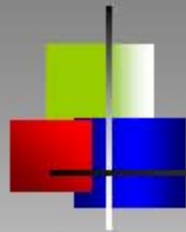
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THE SELF MATRIX

HOW TO BE FRUGAL

- 1. Not seduced by things and consumption.**
- 2. What ever your income, always live below your means**
- 3. Think in terms of resources**
- 4. Buy quality**
- 5. Exercise the self discipline to check numbers**



THE SELF MATRIX

Inside-Out Wealth

- 1. Access a sense of "value" and valuing.**
- 2. Apply this state of valuing to "self".**
- 3. Apply to your powers of response.**
- 4. Use this valuing state for your work and the "whole of life".**
- 5. Add sufficient supporting frames.**
- 6. Future pace and quality control.**
- 7. Commission with your executive frame of mind.**

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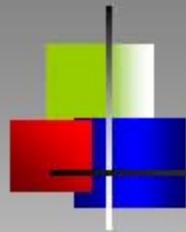


THE STATE MATRIX

Dancing with Dragons

A “dragon” is either a negative emotion that’s become too strong or overwhelming, or a negative thought or feeling that’s been turned against oneself, or a toxic idea, frame, or belief.

The “Dragons” metaphor refers to non-enhancing, non-productive, problematic, un-useful, and toxic states.



THE STATE MATRIX

Sabotaging Dragon States

- 1. Greed**
 - Always wanting more and never feeling satisfied.
- 2. Overly Ambitious with blind ambition**
 - Trying too hard to become rich – too needy for money
- 3. Fear – Fearfulness**
 - Fear of rejection, fear of failure, fear of losing
- 4. Anger/ Hostility**
 - Angry at injustices and then against imagined injustice



THE STATE MATRIX

Some Dragons that interfere with creating Wealth

1. The Fear Dragon

– It's because they are afraid of losing...

2. The "Need to do it Right" Dragon

– It needs to be perfect...

3. The Negativity Dragon

– They place negative roadblocks in their heads.

4. The Self-Sabotage Dragon

– Internal conflict that "tears us up" and Sabotage our best efforts.

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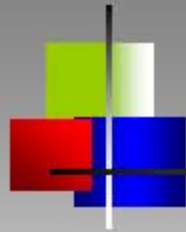


THE STATE MATRIX

DANCING WITH DRAGONS PATTERN

- 1. Name the Dragon**
 - What stops you? What gets in the way?
- 2. Embrace (KISS) the Dragon**
 - Meta State with acceptance
- 3. Analyze the Dragon**
 - Ask lots of indexing questions to bring specificity.
- 4. Starve the Dragon**
 - What specifically help you starve your dragons.
- 5. Frame or Meta-State the Dragon**
 - Frame your Dragon with various resourceful states by Meta-Stating it.

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THE POWER MATRIX

Self Discipline

“Discipline” is learning how to take control. We need discipline because even the very best financial plans will be totally ineffective if we don’t follow through. It is a lot easier to earn a lot and much harder to accumulate wealth.



THE POWER MATRIX

GESTATLING STATES

A "Gestalt" refers to some configuration of mind-body-emotion state that comes together or emerges from many interactive parts in a system. Then, "the whole is greater than the sum of the parts" In a gestalt state we have one or more levels of meta-states outframing a primary state so that something new arises.

THREE KINDS OF STATES

Primary States, Meta-States, Gestalt States



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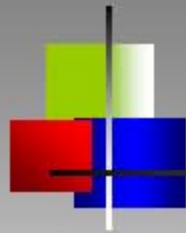
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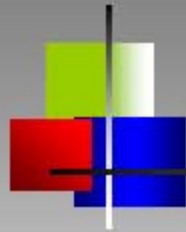


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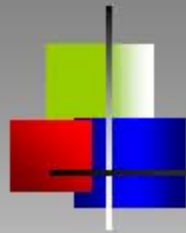


THE WORLD MATRIX

The Capital Principal

To build wealth we have to save money so that we can create and then invest Capital. Wealth is built via consistent saving.

Capitalizing on our finances through budgeting, saving, frugality, planning, increasing sources of income, etc. enables us to build capital.

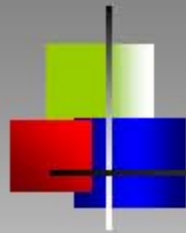


INVESTMENTS

The Investment/Asset Principle

Distinguish between investments and liabilities so that you can invest in “TRUE ASSETS” , namely, things that increase in value.

An investment is something that increases in value over time. If the thing we invest in loses value, it's not a true investment but a liability.



THE POWER MATRIX

Meta-Stating Courage

To design engineer the gestalt meta-state of "courage" what are the components that you need in a given context? We have many ways by which we can build the courage gestalt. It all depends on the specific state-on-state arrangement we put together:

Playful Risk-taking danger

Joyous excitement of fear

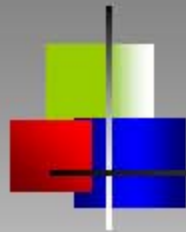
Boldness to take risks in reaching objectives



THE POWER MATRIX

Meta-Stating Courage

- 1) Identify the referent experience in which you want "Courage" to emerge.**



THE POWER MATRIX

Meta-Stating Courage

- 1) Identify the referent experience in which you want "Courage" to emerge.**
- 2) Matrix detection: Flush out current frames and meta-states.**



THE POWER MATRIX

Meta-Stating Courage

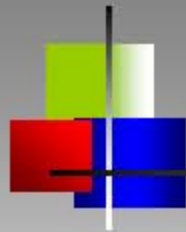
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- 3) Meta-state the resources to elicit the gestalt**



THE POWER MATRIX

Meta-Stating Courage

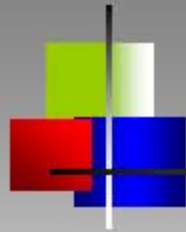
- 1) Identify the referent experience in which you want "Courage" to emerge.**
- 2) Matrix detection: Flush out current frames and meta-states.**
- 3) Meta-state the resources to elicit the gestalt**
- 4) Confirm and consolidate?**



THE POWER MATRIX

GESTATLING STATES

- 1) **Identify the state or experience.**



THE POWER MATRIX

GESTATLING STATES

- 1) **Identify the state or experience.**
- 2) **Identify the referent experience.**



THE POWER MATRIX

GESTATLING STATES

- 1) Identify the state or experience.**
- 2) Identify the referent experience.**
- 3) Playfully experiment with it.**



THE POWER MATRIX

GESTATLING STATES

- 1) Identify the state or experience.**
- 2) Identify the referent experience.**
- 3) Playfully experiment with it.**
- 4) Hold, Anchor, and apply the gestalt state into the future.**



THE POWER MATRIX

GESTATLING STATES

- 1) Identify the state or experience.**
- 2) Identify the referent experience.**
- 3) Playfully experiment with it.**
- 4) Hold, Anchor, and apply the gestalt state into the future.**
- 5) Elicit an empowering decision and Meta-Yes it.**

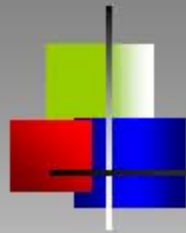


THE TIME MATRIX

Creating Plenty of Time

"Being rich isn't a passive state. Ultimately, time more valuable than money, because if you run out of money, you can start over again. But when you run out of time, there's no starting over. Billionaires never wish away minutes; life's just too good to wish it away. Being present in time, fully engaged."

Donald Trump



THE TIME MATRIX

Creating Plenty of Time

The Stage Principle:

Wealth is best built in stages, it is not built in a moment or overnight.

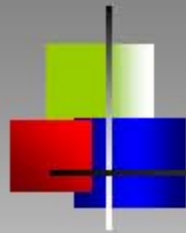
The Stages of Creating Wealth:

The best attitude for solid, quality, and lasting building wealth is to think in terms of building wealth in a decade.

Doing this leads us to recognizing the natural steps and stages in wealth building and to ask the strategic question:

"Where am I in the ten-year wealth building process?"

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THE TIME MATRIX

Creating Plenty of Time

The Stage Principle:

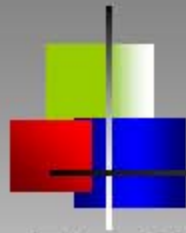
Wealth is best built in stages, it is not built in a moment or overnight.

Stage 1:

Profoundly Absorbed Stage: The stage where you make your investment in yourself.

Stage 2:

Investment Stage: The stage where you begin taking the money and capital and investing it.



THE TIME MATRIX

The Stage Principle:

Stage 1:

Get out of Debt.



THE TIME MATRIX

The Stage Principle:

Stage 1:

Get out of Debt.

Stage 2:

Creating your inner Game of Wealth



THE TIME MATRIX

The Stage Principle:

Stage 1:

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Stage 3:

**Engaging the Translation from the Inner to the
Outer Game**



THE TIME MATRIX

The Stage Principle:

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Stage 4:

Getting to the Right side of the Cash flow Quadrants



THE TIME MATRIX

The Stage Principle:

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Stage 3:

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Outer Game**

Stage 4:

Getting to the Right side of the Cash flow Quadrants

Stage 5:

Financial Independence



THE MEANING MATRIX

META-STATING WEALTH BUILDING BELIEFS

The Power of Beliefs:

Once we set our beliefs, we seldom question them. We take them for granted as they then define our "Sense of Reality"

Anti-Wealth building Beliefs:

Do you have any beliefs about wealth, about becoming wealthy, about becoming wealthy, about saving, spending, budgeting.

Empowering Beliefs:

How different the mind set of those who think in ways that support true wealth and wealth building.



THE MEANING MATRIX

Transforming Thoughts into Beliefs

Once you have discovered some limiting beliefs that you want to get out of your head and neurology so that they no longer operate as your programming.

Preparation:

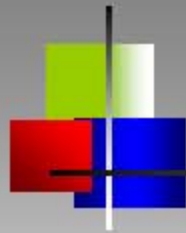
What enhancing and empowering beliefs would you really like to have running in your mind-and-emotions?

Which belief stands in your way from wealth building.

How does this belief sabotage you or undermine your effectiveness?

Have you had enough of it... or do you need more pain?

What empowering belief would you like to have in its place?



THE MEANING MATRIX

META-YES-ING

- 1) Get "NO." Access a good strong NO!**
- 2) "Meta-No" the limiting belief.**
- 3) Access a Strong and Robust "YES"**
- 4) Meta-YES the enhancing belief.**
- 5) YES the "YES!" repeatedly and put into the person's future.**



THE POWER MATRIX

META-STATING SEEING/SEIZING OPPORTUNITIES

- 1) Identify a reference situation for seeing opportunities.
- 2) Imagine that referent and then Meta-State yourself with the foundational elements of seeing opportunities.
- 3) Playfully experiment with bringing some other resourceful states of mind-emotion-body to the trigger.
- 4) Continue until the Gestalt of "***Seeing Opportunities***" emerges.
- 5) Repeat the same process to create the next level gestalt, "***Seizing Opportunities***".
- 6) Solidify through a "***Meta-Yes***", and put into your future.



THE WORLD MATRIX

The CASHFLOW Quadrant

Left Side

Right Side

E

Employee

We have a job

We work for someone

B

Business Owner

We own a system and people

work for us

S

Self-Employed

We Own a Job

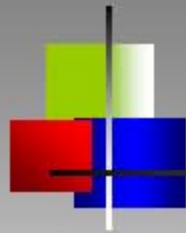
We work for Ourselves

I

Investor

Money works for us

We invest our money



THE OTHERS MATRIX

CREATING RICH RELATIONSHIPS

Modeling Principle:

We build wealth by modeling good examples of wealth building.

The People Principle:

We build wealth as we work with and through people which necessitates clear and compelling communication for understanding rapport, and negotiations.

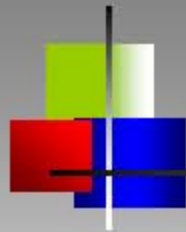


THE OTHERS MATRIX

CREATING RICH RELATIONSHIPS

When Napoleon Hill modeled the secret of wealth accumulation and discovered what he called the "*Carnegie secret*", he said that he found no quality save *persistence* in those who had accumulated vast fortunes.

"...persistence, concentration of effort, and definiteness of purpose, were the major sources of their achievements," (p164)

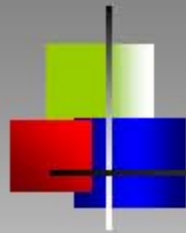


THE OTHERS MATRIX

NEGOTIATION PRINCIPLES

Asking to create a Win/Win Negotiation

- 1) What do you want?**
- 2) What is the best state I need to be in to start the communications?**
- 3) What does the other person/s want?**
- 4) Engaging in an appreciative dialogue to co-create a workable arrangement.**
- 5) What can I give?**



THE OTHERS MATRIX

NEGOTIATION PRINCIPLES

Cooperation:

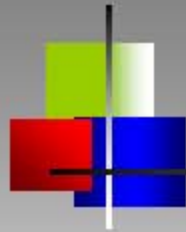
We build wealth through cooperating with others, networking, finding mentors, being mentors etc.

Networking:

We do better in any domain of effort within which we seek to achieve excellence when we have other who are like-minded and supportive.

Accountability:

To whom have you made yourself financially accountable? Are you willing to find and create a support group to keep yourself on track with your wealth creation plan?



THE STATE MATRIX

THE PLAYFUL/FUN PRINCIPLE

We build wealth by staying light and playful rather than serious.

Wealth is created by transforming our work and contribution as a source of enjoyment.

Seriousness undermines true wealth.



THE STATE MATRIX

PLAYFULLY RICH – RICHLY PLAYFUL

Making the whole process of wealth building fun, enjoyable, and rewarding transforms it from “*work*” into life-style and mission. As we return to the essence of wealth... valuing and the state of appreciating, enjoying, and delighting, we now outframe all of the wealth building states with lots of joy. This makes *the process* fun and rewarding in and of itself.



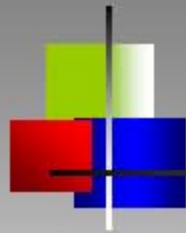
THE STATE MATRIX

The Vitality Principle:

It takes energy and effort to create value and to build wealth and so staying healthy and fit is essential and part of internal physical wealth – the sense of physical vitality.

The Wealth Shaping Game

We can shape our behaviors, attitudes, emotions, skills, responses, etc. As we can shape the responses in others and in animals, so we can shape the responses that will empower us to succeed in life.



THE TIME MATRIX

TIME FOR CHANGE PATTERN

- 1. Identify an important goal.**
- 2. Index the change.**
- 3. Identify your Intentions.**
- 4. Access Resources.**
- 5. Access Self Frames.**
- 6. Access Intentionality and Time.**
- 7. Confirm and Solidify**